REGISTER OF CLASSIFICATION DECISIONS

Title of Publication:	Loaded Issue 115 November 2003
Other Known Title:	Loaded
Format:	Magazine
Director/Author:	Not Applicable
Producer/Publisher:	IPC Media
Country of Origin:	United Kingdom
Language:	English
Classification:	Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.
Descriptive Note:	Not Applicable
Display Conditions:	That when the publication is on public display, the classification given to the publication must be shown on the publication or any package in which the publication is kept. and That the publication must be publicly displayed only in a sealed package.
Date of entry in Register:	01 February 2005
Date of direction to issue a label:	Not Applicable
Applicant:	Secretary for Internal Affairs
Applicant to the Labelling Body:	Not Applicable
OFLC No:	400186
Unexcised version of publication:	Not Applicable

	Components	Running time
Menu:		
Feature:		
Other timed components:		
Total running time:		

Excisions: Not Applicable

Reasons for excisions:

Not Applicable

Summary of reasons for classification:

The magazine *Loaded Issue 115 November 2003* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

The publication is a glossy, colour magazine with a range of written and pictorial content likely to appeal predominantly to a young adult male readership. The magazine contains sexualised images of women, strong sexual references, and references to drug use. The sexual content has the effect of dehumanising women generally. Other content focuses on a variety of subjects, including sport, stunts, reviews, interviews and readers contributions, and has a predominantly flippant adult flavour.

A restriction on the availability of the publication to people 16 years and over is considered sufficient to prevent injury to the public good resulting from the publication's adult content.

An age restriction will interfere with the freedom of expression as set out in section 14 of the New Zealand Bill of Rights Act 1990. Given, however, that the publication is clearly intended for mature readers, and that there is likely injury to the public good in its being freely available, this limitation on the freedom of expression is justified.